

## Message Text

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ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 AGRE-00 COME-00 /021 W

-----047628 280010Z /62

R 271500Z SEP 77

FM AMCONSUL CALGARY

TO SECSTATE WASHDC 2162

INFO AMEMBASSY OTTAWA

UNCLAS CALGARY 0437

E.O. 11652: NA

TAGS: BEXP, EAGR, CA

SUBJ: PROMOTION OF U.S. WINES

REF: STATE 154007

PASS AGRICULTURE FOR IMD/FV

1. ALBERTA LIQUOR CONTROL BOARD (ALCB) IS INTERESTED IN ADDING GOOD QUALITY CALIFORNIA "BOUTIQUE" OR "BOUQUET" WINES TO ITS PRESENT INVENTORY. POPULARITY IN ALBERTA OF QUALITY CALIFORNIA WINES CONTINUES TO GROW, AND ALCB PURCHASES OF WINE FROM CALIFORNIA VINTNERS HAVE INCREASED TEN FOLD OVER PAST FIVE YEAR PERIOD. SUCH PURCHASES PRESENTLY TOTAL 20,000 CASES ANNUALLY AND ALCB STOCK CATALOGUE CURRENTLY LISTS 28 (16 RED, 11 WHITE, AND ONE SPARKLING) WINES FROM CALIFORNIA.

2. TABLE WINE CONSUMPTION IN ALBERTA CURRENTLY AMOUNTS TO 1,150,000 GALLONS ANNUALLY AND MARKET IS RAPIDLY EXPANDING. RED WINE SALES ARE 800,000 GALLONS YEARLY WITH HALF OF THE MARKET GOING TO CANADIAN WINE PRODUCERS. ALCB HAS A STOCK OF SOME 165 FOREIGN RED WINES. PRINCIPAL FOREIGN RED WINE SUPPLIER IS FRANCE WHICH SELLS 125,000 CASES ANNUALLY TO ALCB. RETAIL COST OF FRENCH WINE VARIES FROM DOLS 2.75 TO DOLS 9.35 WITH THE MEAN PRICE RANGING FROM DOLS 2.75 TO

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DOLS 3.60. ALCB OFFICIAL STATED THAT MOST CALIFORNIA WINES HAVE TO BE FROM SEVENTY FIVE CENTS TO A DOLLAR CHEAPER THAN THEIR FRENCH COUNTERPART IN ORDER TO BE CONSIDERED A "GOOD BUY". SIXTEEN U.S. WINES IN ALCB CATALOGUE HAVE AVERAGE PRICE OF DOLS 2.66. SAME SOURCE SUGGESTED THAT CALIFORNIA RED WINES HAVE BETTER CHANCE IN ALBERTA MARKET THAN CALIFORNIA WHITE WINES.

3. WHITE WINE SALES IN ALBERTA AMOUNT TO 350,000 GALLONS ANNUALLY WITH BULK (250,000 GALLONS) COMING FROM WEST GERMANY. REMAINDER OF THIS MARKET IS SHARED BY CANADIAN AND 18 OTHER FOREIGN SUPPLIERS. GERMAN WINES RANGE IN PRICE FROM DOLS 2.15 TO DOLS 9.75 AND THEY HAVE AVERAGE RETAIL PRICE OF DOLS 3.30. TEN U.S. WINES IN ALCB CATALOGUE HAVE AVERAGE PRICE OF DOLS 2.50.

4. INTERESTED CALIFORNIA VINTNERS SHOULD DIRECT THEIR CORRESPONDENCE TO ALBERTA LIQUOR CONTROL BOARD, P.O. BOX 2360, EDMONTON, ALBERTA, CANADA T5J 2R4, ATTENTION MR. THOMAS A. RICHARDS. WHILE CORRESPONDENCE AND SALESMEN ARE WELCOME, SAMPLES ARE INITIALLY NOT RPT NOT DESIRED. ALCB WILL BE SELECTING ITS 1978 STOCK IN NOVEMBER AND EXPRESSIONS OF INTEREST SHOULD BE IN EDMONTON BY MID OCTOBER.  
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## Message Attributes

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**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
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**TAGS:** BEXP, EAGR, CA, US  
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**Type:** TE  
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